

Application No.: 09/843,145**Docket No.: 30014343 US (1509-179)****Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A method of advertising comprising:

broadcasting an advertisement via a short range advertisement link from an advertiser telecommunications device;

receiving the broadcast advertisement on a consumer telecommunications device; [[and]]

replying to the advertisement [[via]] by sending a reply message from the consumer device to a broker device; interposed in the telecommunications link between the advertiser device and the consumer device

changing the reply at the broker device; and

communicating the changed reply message from the broker device to the advertiser device.

Claim 2 (original): A method according to claim 1 in which the advertisement is broadcast to a man portable consumer device.

Claim 3 (original): A method according to claim 2 in which the consumer telecommunications device is a hand-holdable portable and pocketable device.

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Claim 4 (original): A method according to claim 1 in which the advertisement is broadcast from a man portable advertiser device.

Claim 5 (original): A method according to claim 4 in which the advertiser device is a hand-holdable portable device.

Claim 6 (canceled).

Claim 7 (original): A method according to claim 1 in which the advertiser device does not include its own telecommunications address in its broadcast advertisement.

Claim 8 (currently amended): A method according to claim 7 ~~in which the advertiser device includes~~ further including the step of including the telecommunications address of the broker device in ~~[[its]]~~ the advertisement broadcast by the advertiser device.

Claim 9 (currently amended): A method according to claim 1 ~~in which the advertisement includes~~ further including the steps of including one or more advertisement classification codes ~~which are compared~~ in the advertisement broadcast by the advertiser device, and comparing the one or more advertising classification codes with allowable advertisement codes in an advertisement screening operation by the consumer device.

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Claim 10 (currently amended): A method according to claim 9 in which the consumer device stores or brings to the attention of a user only those advertisements which are passed by the screening operation that ~~[[it]]~~ the consumer device performs on the broadcast advertisements that it receives.

Claim 11 (original): A method according to claim 1 in which the consumer device replies to an advertisement via long range telecommunications.

Claim 12 (currently amended): A method according to claim 1 comprising sending a first part of an advertisement via the short range telecommunications, and a second, longer or larger part of the advertisement via short range telecommunications, the second part of the advertisement being transmitted after the consumer device has screened the first part of the advertisement and communicated with the advertisement broker device ~~or with the advertising device~~.

Claim 13 (original): A method according to claim 12 in which the second part of the advertisement is broadcast by the same advertiser device that broadcast the first part.

Claim 14 (currently amended): A method according to claim 1 comprising using a mobile telephone, personal digital assistant, or other small portable electronic devices for both the advertiser device and the consumer device, the advertiser and

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consumer devices both having both piconet short range and long range telecommunication capabilities.

Claims 15-19 (canceled).

Claim 20 (original): A server adapted to act as an advertisement broker device adapted to receive one of (i) an advertisement message or (ii) a reply message to an advertisement and to forward the received message to a remote telecommunications device; the server being adapted to modify the received message so as to ensure, at least initially, that no telecommunications address of an advertiser or replier to an advertisement is passed with the message that is transmitted by the server.

Claim 21 (original): A server according to claim 20 which is adapted to store the direct telecommunications address of the provider of the message and to recall that address and forward it to a remote telecommunications device if a release signal has been received by the server.

Claim 22 (currently amended): A network comprising an advertiser device comprising a first telecommunications device[[.]] having both a short range transmitter and receiver, and [[also]] a long range telecommunications transmitter and receiver, a memory, and a control processor, the memory ~~containing~~ including an advertisement;

a consumer device comprising a second telecommunications device, having both a short range, piconet, transmitter and receiver, and [[also]] a long range

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telecommunications transmitter and receiver, a memory and a control processor, the memory or the processor of the consumer device having an advertisement receiver which, in use, is capable of receiving and storing an advertisement;

and an advertisement broker device contactable via wireless telecommunications ~~[[by]]~~ with both the advertiser and consumer devices, the broker device being adapted to pass advertiser details to the consumer device, consumer details to the advertiser device, or both, in response to triggering.

Claim 23 (canceled).

Claim 24 (original).

Claim 25 (original): A network according to claim 22 in which the broker device is connectable with the advertiser device and the consumer device via long range wireless telecommunications.

Claim 26 (previously presented): The network of claim 22 wherein each the telecommunications devices includes a hybrid mobile telephone.

Claim 27 (new): A method according to claim 1, wherein the change to the reply message includes augmenting the reply message.

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Claim 28 (new): A method according to claim 1, wherein the change to the reply message includes modifying original text or the reply message.

Claim 29 (new): A network according to claim 28, wherein the original text is modified by removing an identifier of the consumer.

Claim 30 (new): A method according to claim 1, wherein the broker device is interposed in a telecommunications link between the advertiser device and the consumer device.

Claim 31 (new): A method according to claim 1, wherein the broker device changes the message sent by the consumer device by augmenting the message sent by the consumer device to enable modification of any follow-up message sent by the advertiser device to the consumer device.